

2009 FRED On-Board Survey Tidbits (Final Results)

What It Is: Sixteen-question on-board survey administered by FRED staff to help determine certain rider characteristics, their opinions about the quality of FRED service, how they would react to a fare increase, and how we might improve FRED service. Riders who agree to participate in the survey are rewarded with a 10-ticket FRED booklet. The goal is to survey riders on every FRED route.

Tidbits: Based on 145 surveys on routes in all FRED jurisdictions (but not on FRED Express), here are some insights into (and from) our riders (percentages may not total 100 due to rounding):

- 33% of regular service riders transferred to one other line; 7% made two transfers;
- 40% of regular service riders used FRED to get to work or search for a job; 26% of regular service riders used FRED for shopping; 23% for “other” purposes (e.g., library, banking, joy riding, visiting relatives, social services); 5% for medical or dental visits; 3% for recreational purposes; and 2% to get to and from school;
- FRED has lots of “regulars”; the average number of days per week respondents used FRED was 4.2 (i.e., between 4 and 5 days per week); a number used FRED every day and on weekends as well;
- 42% are employed full time; 24% are employed part time; 8% are retired; 5% are students; 25% are not employed;
- 45% are female; 55% are male;
- 44% of the households have no private automobile; 26% have one automobile in the household; 20% have two automobiles in the household; 9% have three or more automobiles in the household;
- 3% are under the age of 18; 21% are between 19-24; 33% are between 25-39; 37% are between 40-60; 6% are over 60;
- 39% of respondents live in households with incomes less than \$20K per year; 25% in households with incomes between \$20-39.9K; 23% between \$40-59.9K; 7% between \$60-79.9K; 5% over \$80K; eleven chose not to respond to the question;
- FRED riders have a favorable opinion of our service; on a scale of 1-5 (1 being “very poor” and 5 being “very good”) the average “grade” given FRED for various measures was “good” to “very good”; frequency of service – 4.3; convenience of stops – 4.2; reliability of service – 4.1; vehicle cleanliness – 4.4; and value for the fare – 4.7;
- 90% of riders said they would not change their use of FRED if fares were to increase to \$0.50 per boarding; 4% would reduce their use by less than 25%; 6% would reduce their use by 50% or more;
- the main suggestions for improving service were: 1) provide year-round weekend service; 2) increase frequency of service (reduce headways); add more stops (expand service area); operate more hours per day (expand the span of service).

The “typical” FRED regular service rider: a 40 year old male or female who rides FRED four days per week to get to his/her job or to shop, has a household income of about \$30,000, and doesn’t own a car or has only limited access to one. He/she thinks FRED

is a great bargain, but would like to see more frequent, more widespread and weekend service. He/she wishes FRED could adhere more closely to its published schedules.

The “typical” FRED VRE feeder service rider: a 50 year old male who rides 4-5 days per week to get to his full-time job, has a household income of \$50,000-60,000, and has two cars in the household. VRE feeder bus riders rate their service higher than the regular FRED ridership in all satisfaction categories except for value for the fare (which was still rated 4.6 on a 5.0 scale), with all categories rated “good” to “very good.”

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